



Samoa Bureau of Statistics

International Arrival Statistics

September 2019

Overview

MONTHLY HIGHLIGHTS:

In September 2019 compared with September 2018:

- Total arrivals (21,717) increased by 8.7%
- Total visitors (16,212) increased by 9.2%
- Visitors:

AUST: 13.7% (up by 496)

NZ: 5.0% (up by 364)

USA: -20.0% (down by 176)

AM. SAM: -5.6% (down by 59)

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September 2019	All Arrivals	All Visitors
Number	21,717	16,212
% change from previous month	-7.7	-7.3
% change from previous year	8.7	9.2

ISSUE #9

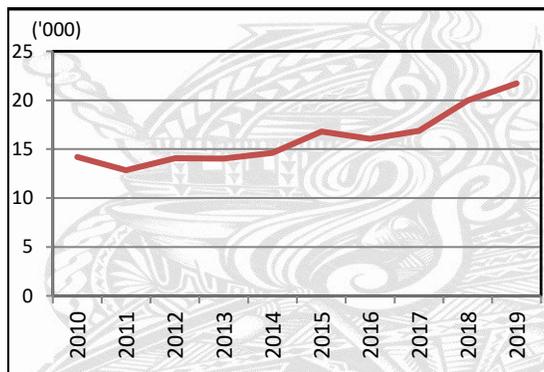
25TH OCTOBER 2019

1. TOTAL ARRIVALS

The total International Arrival Statistics recorded for the month of **September 2019** (Table 1), revealed a decrease of 7.7 percent over the previous month and an increase of 8.7 percent over the corresponding month of September 2018. (Refer Fig. 1)

As usual, air was the preferred mode of travel to Samoa, representing 95.9 percent (20,834) of total arrivals, while the remaining 4.1 percent (883) arrived by sea in September 2019.

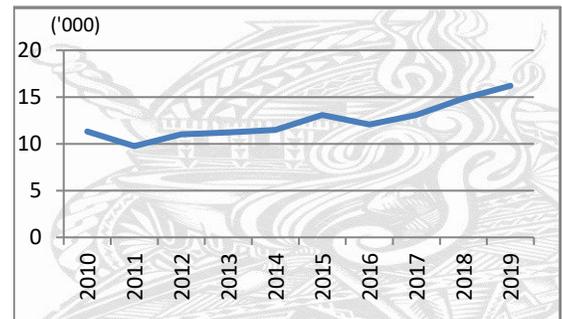
Fig. 1: September Total Arrivals, 2010 – 2019



2. TOTAL VISITORS

Overall Visitors numbered 16,212 for the month under review revealed a decrease of 7.3 over the previous month and an increase of 9.2 percent when compared to the corresponding month of September 2018. (Refer Fig. 2).

Fig. 2: September Total Visitors, 2010 – 2019



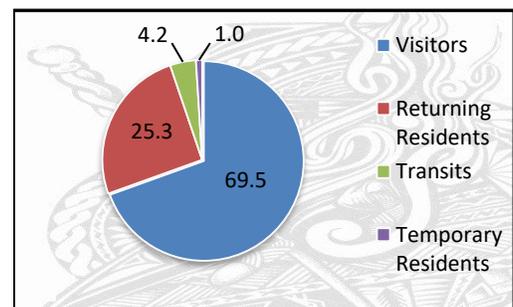
Visitor arrivals have a strong seasonal pattern with a regular peak of numbers during holiday seasons normally December and July. The smoothed short-term trend for visitor arrivals adjusting for seasonal pattern is shown in Appendix Graph 2.

3. TOTAL ARRIVALS BY PURPOSE OF ENTRY

Visitors, (table 2), made up the largest component of all arrivals with 34.8 percent (7,560) by males and 34.7 percent (7,525) represented by females.

Male returning residents made up 14.9 percent (3,235) of total arrivals while their female counterpart made up 10.5 percent (2,270). (Refer Fig. 3)

Fig. 3: Total Arrivals, by Purpose of Visit, September 2019



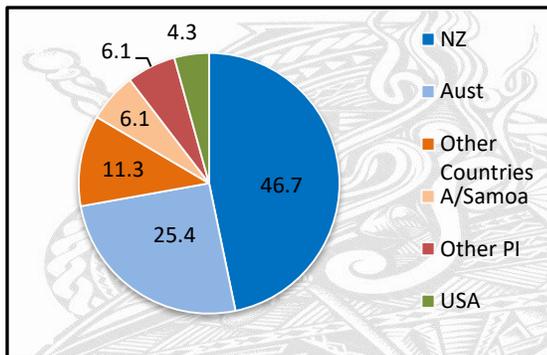
Overview cont'd

4. TOTAL VISITORS BY COUNTRY OF USUAL RESIDENCE

New Zealand remains as the leading country in visitors' arrival by country of usual residence (Table 3) accounting for 46.7 percent or 7,579 of total visitors. Australia followed next with a distant 25.4 percent share (4,112).

American Samoa represented 6.1 percent (990) while the United States of America represented 4.3 percent (702) of total visitors. (Refer Fig. 4)

Fig. 4: Total Visitors, by Country of Usual Residence, September 2019

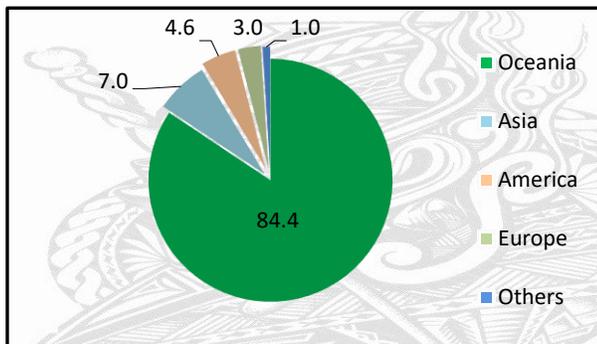


5. TOTAL VISITORS BY REGION

As usual, the Oceanic Region had the highest share of total visitors with 84.4 percent, followed by Asia with 7.0 percent.

America reported a share of 4.6 percent while Europe reported the least share with 3.0 percent. (Refer Fig. 5).

Fig. 5: Total Visitors by Region, September 2019



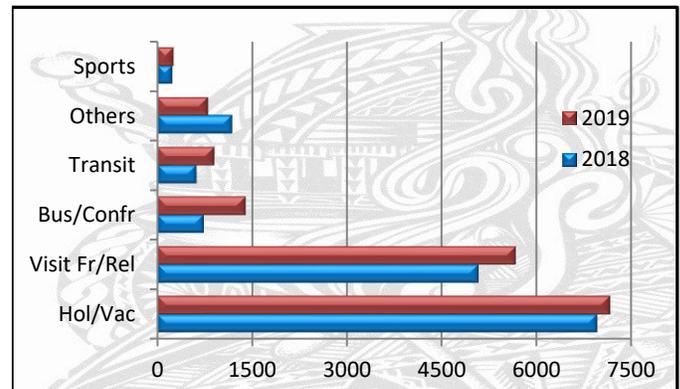
6. TOTAL VISITORS BY PURPOSE OF VISIT

The principal source markets (Table 4) namely New Zealand, Australia, American Samoa and the United States of America constituted 82.5 percent of all visitors visiting Samoa in September 2019.

The majority of visitors (44.2 percent) entered our shores for holiday and vacation while 35.0 percent entered our shores to visit friends and relatives.

Those who were here for Business/ Conference recorded a share of 8.6 percent while those who were here on transit made up 5.6 percent. Fig.6 depicts total visitors by purpose of visit for September 2018 and September 2019.

Fig. 6: Total Visitors, by Purpose of Visit, September 2018 & September 2019

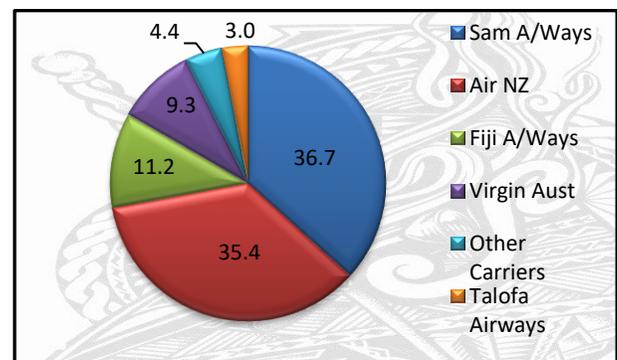


7. TOTAL ARRIVALS BY CARRIER

As depicted in table 5, Samoa Airways leads the way of arrival by carriers during the reference period with a 36.7 percent share (7,974 passengers) then followed by Air New Zealand with a 35.4 percent share (7,679 passengers).

Fiji Airways brought in 11.2 percent (2,434 passengers) of total arrivals while Virgin Australia and Talofa Airways recorded shares of 9.3 percent (2,029) and 3.0 percent (654) respectively. Fig. 7 illustrates total arrivals by carrier during the reference period.

Fig. 7: Total Arrivals by Carrier, September 2019

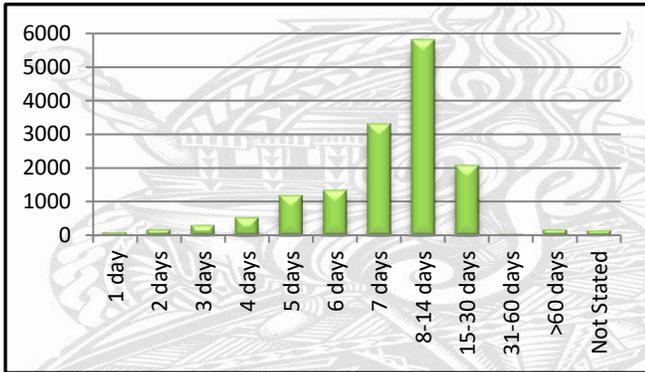


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8. TOTAL VISITORS BY DURATION OF STAY AND PLACE OF STAY

As shown in Fig. 8 below, visitor's duration of stay in Samoa (Table 6) is between seven and thirty days.

Fig. 8: Total Visitors by Duration of Stay, September 2019



On the other hand, the majority of visitors (49.9 percent or 7,639 visitors) reported staying in hotel/ motel while 44.6 percent (6,832) stayed in private accommodations or with families/ relatives. (Refer Fig. 9).

Fig. 9: Total Visitors by Place of Stay, September 2019

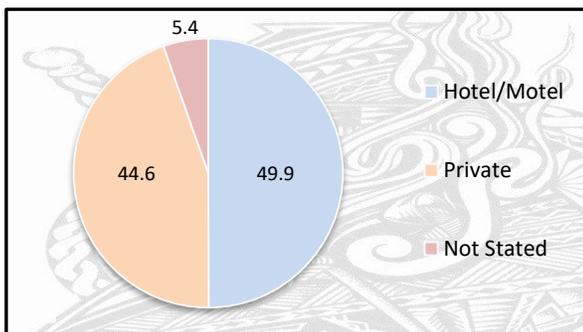
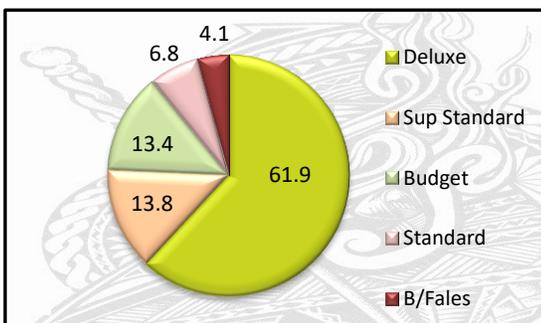


Fig. 10 portrays the number of visitors who stayed in hotels/ motels (7,639) by type of accommodation (hotel/ motel), within the reference month.

Fig. 10: Visitors Staying in Hotels/ Motels by Type of Accommodation, September 2019



BACKGROUND

The sourced documents for the compilation of International Arrival Statistics are the immigration arrival and departure card forms.

These forms are completed by all incoming and outgoing travelers at the three local points of entry namely:

- (1) Faleolo International Airport
- (2) Fagalii International Airport
- (3) Apia Wharf (Matautu Port)

International arrival statistics are compiled on a monthly, quarterly and annual basis. These reports can also be extracted from our website:

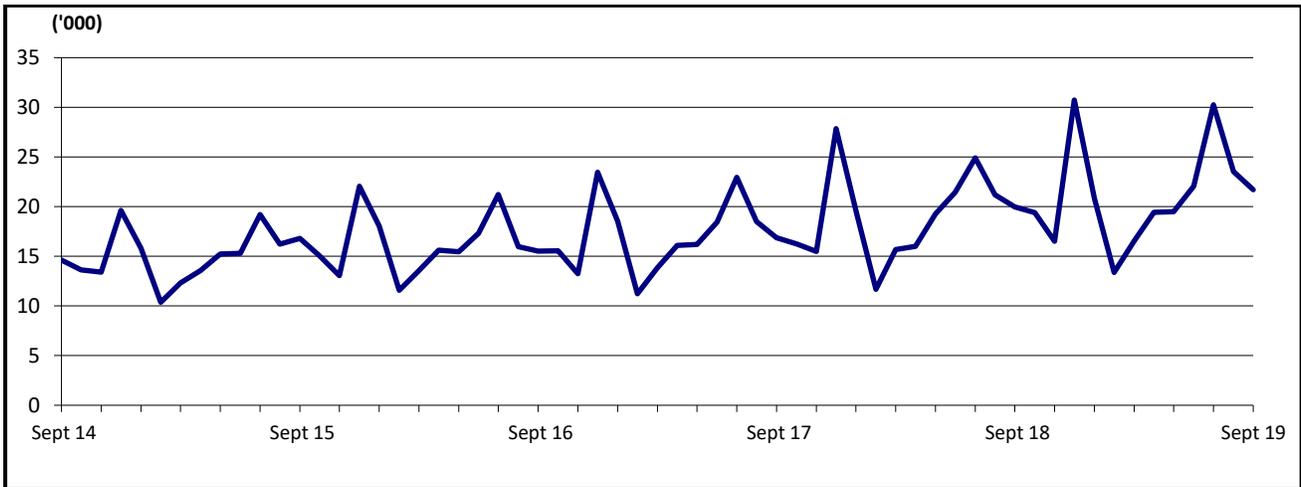
www.sbs.gov.ws

The migration report for the month of October 2019 will be released on November 22nd 2019.

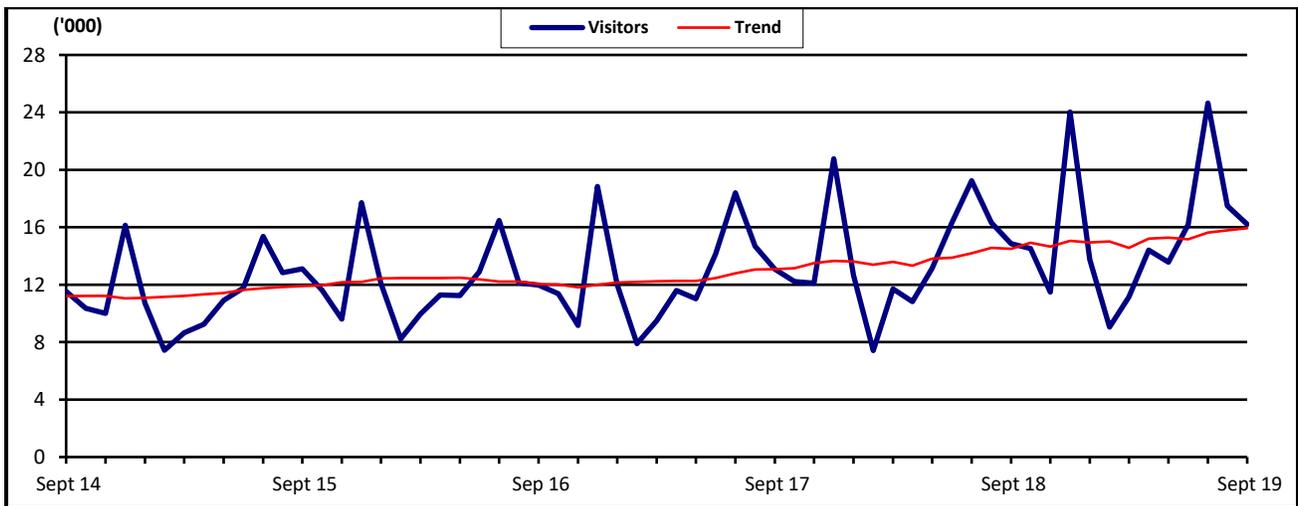
Aliimuamua Malaefono Tauā T Faasalaina
GOVERNMENT STATISTICIAN/ CEO

APPENDIX

Graph 1: Monthly Total Arrivals, September 2014 – September 2019



Graph 2: Monthly Total Visitors, September 2014 – September 2019



Graph 3: Visitors Percentage Change over Previous month, September 2014 – September 2019

